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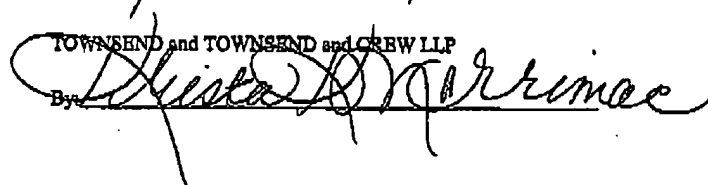
PATENT
Attorney Docket No.: 18477-000510US

On

November 6, 2003

TOWNSEND and TOWNSEND and CREW LLP

By

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of:

JONATHAN KEPECS

Application No.: 09/558,945

Filed: April 26, 2000

For: SYSTEM AND METHOD FOR
INVERTED PROMOTIONS

Customer No.: 20350

Confirmation No.: 3005

Examiner: Jagdish Patel

Technology Center/Art Unit: 3624

AMENDMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action mailed August 6, 2003, please enter the
following amendments and remarks:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this
paper.

Remarks/Arguments begin on page 11 of this paper.